

I CLAIM:

1. A method of creating target marketing opportunities directed to individuals known in advance by an administrator to be visiting within a future time
5 period a specific retail outlet, comprising the steps of:
 - a) compiling information on an individual intending to visit the retail outlet to pick up a product; and
 - b) providing at least a portion of that individual information to a marketing entity for target marketing directed to the individual before, during, or after
10 visiting the retail outlet.
2. The method according to claim 1 wherein the administrator is the same as the marketing entity.
- 15 3. The method according to claim 1 wherein the administrator is different than the marketing entity.
4. The method according to claim 1 wherein the administrator is the same as the retail outlet.
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5. The method according to claim 1 wherein the administrator is different than the retail outlet.
6. The method according to claim 1 wherein the individual
25 visiting the retail outlet is picking up a product ordered by another individual.
7. The method according to claim 1 wherein the individual visiting the retail outlet is the same individual who ordered the product.
- 30 8. The method according to claim 1 further including the step of target marketing to the individual before, during or after visiting the retail outlet.

9. The method according to claim 8 wherein the step of target marketing is comprised of transmitting a message customized to the individual or to a class of individuals based upon information known about the individual.

5 10. The method according to claim 9 whereby the step of transmitting a message is comprised of communicating with the individual using an interactive device.

10 11. The method according to claim 10 wherein interactively communicating with the individual may be accomplished using any one from the group of telephoning, instant messaging and communicating via the internet.

15 12. The method according to claim 9 whereby the step of transmitting a message is comprised of one-way communicating with the individual.

20 13. The method according to claim 12 wherein the step of one-way communicating may be accomplished using any one from the group of physical mail, parcel shipment, e-mail, satellite communication, radio transmission, and cable television.

25 14. The method according to claim 1 wherein the target marketing is customized based upon information about the individual.

30 15. The method according to claim 14 wherein the information about the individual is voluntarily provided by the individual.

16. The method according to claim 14 wherein the information about the individual is based upon the identification of the individual by at least one from the group of telephone number, internet address, physical address, cable address, and satellite address.

17. The method according to claim 14 wherein the individual's information is extracted from public records using the individual's identification.

18. The method according to claim 14 wherein the individual's information is extracted from third party information sources using individual identification.

19. The method according to claim 14 wherein the individual's information is extracted by tracking technology.

20. The method according to claim 19 wherein the tracking technology is internet "cookie" technology.

21. The method according to claim 14 further including the step of motivating the individual to voluntarily provide individual information, wherein the step of motivating may be comprised of one from the group of

a) providing free shipping cost of the product to the retail outlet;
b) providing reduced cost for shipping the product to the retail outlet;

c) providing free shipping cost of the product to the retail outlet in exchange for a guaranteed purchase in the retail outlet;

d) providing the opportunity for the customer to use the retail outlet for product pick up or product delivery to another location;

e) providing the customer to select the most convenient retail outlet in which to pick up or return a product from among a plurality of outlets;

f) providing to the customer in-store credits or discounts for merchandise in the retail outlet;

g) providing a cash award to the customer;

h) providing a free gift or item or service to the customer;

i) subsidizing the cost of the product thereby providing to the customer a reduced price for the product to be picked up;

j) providing the customer with product return services;

k) providing the customer with the opportunity to inspect the product before it is picked up;

l) providing the customer with the opportunity to delay payment until actually receiving the product;

5 m) providing the customer with the opportunity to withhold payment if the product is not acceptable;

n) providing free or reduced fee escrow and inspection service for the product; and

10 o) providing the opportunity to pre-order a product in the retail outlet and have the product set aside and held for later package pickup.

22. The method according to claim 14 further including the step of motivating the individual to voluntarily accept target marketing, wherein the step of motivating may be comprised of one from the group of

15 a) providing free shipping cost of the product to the retail outlet;

b) providing reduced cost for shipping the product to the retail outlet;

c) providing free shipping cost of the product to the retail outlet in exchange for a guaranteed purchase in the retail outlet;

20 d) providing the opportunity for the customer to use the retail outlet for product pick up or product delivery to another location;

e) providing the customer to select the most convenient retail outlet in which to pick up or return a product from among a plurality of outlets;

25 f) providing to the customer in-store credits or discounts for merchandise in the retail outlet;

g) providing a cash award to the customer;

h) providing a free gift or item or service to the customer;

i) subsidizing the cost of the product thereby providing to the customer a reduced price for the product to be picked up;

30 j) providing the customer with product return services;

k) providing the customer with the opportunity to inspect the product before it is picked up;

l) providing the customer with the opportunity to delay payment until actually receiving the product;

m) providing the customer with the opportunity to withhold payment if the product is not acceptable;

5 n) providing free or reduced fee escrow and inspection service for the product; and

o) providing the opportunity to pre-order a product in the retail outlet and have the product set aside and held for later package pickup.

10 23. The method according to claim 22 further including the individual consenting to receive target marketing.

24. The method according to claim 23 comprised of selling or exchanging to a third party the customer agreement to accept target marketing.

15 25. The method according to claim 14 further including the step of providing individual information to a third party.

20 26. The method according to claim 25 wherein the information is sold or exchanged to the third party.

27. The method according to claim 14 further including the step of target marketing to the individual.

25 28. The method according to claim 14 further including the step of providing the individual's information to any third party.

29. The method according to claim 1 further including identifying the future time period during which the individual will visit the specific retail outlet.

30. The method according to claim 29 further including the step of determining the future time periods by estimating the time for a product to become available to the individual at the retail outlet.

5 31. The method according to claim 30 wherein estimating the future time periods for product pickup is comprised of the steps of:

- a) identifying the method of shipment;
- b) identifying the expected length of shipping time;
- c) identifying the time when the product will be shipped;
- 10 d) calculating the expected delivery time;
- e) calculating product pick-up time based upon individual experience with that specific individual or with a class of individuals; and
- f) determining the specific product pick-up time.

15 32. The method according to claim 29 wherein estimating the future time periods for product pick up of a product from outlet inventory is comprised of the steps of:

- a) identifying the earliest time when the product may be picked up;
- 20 b) calculating product pick-up time based upon individual experience with that specific individual or with a class of individuals; and
- c) determining specific product pick-up time.

25 33. The method according to claim 29 wherein the future time period is determined by the retail outlet.

30 34. The method according to claim 29 further including the step of providing motivation for an individual to select for product pickup one retail outlet over another retail outlet.

35. The method according to claim 34 wherein the step of providing motivation may be comprised of at least one from the group of:

- a) providing free shipping cost of the product to the retail outlet;
- b) providing reduced cost for shipping the product to the retail outlet;
- 5 outlet;
- c) providing free shipping cost of the product to the retail outlet in exchange for a guaranteed purchase in the retail outlet;
- d) providing the opportunity for the customer to use the retail outlet for product pick up or product delivery to another location;
- 10 e) providing the customer to select the most convenient retail outlet in which to pick up or return a product from among a plurality of outlets;
- f) providing to the customer in-store credits or discounts for merchandise in the retail outlet;
- g) providing a cash award to the customer;
- 15 h) providing a free gift or item or service to the customer;
- i) subsidizing the cost of the product thereby providing to the customer a reduced price for the product to be picked up;
- j) providing the customer with product return services;
- k) providing the customer with the opportunity to inspect the product before it is picked up;
- 20 l) providing the customer with the opportunity to delay payment until actually receiving the product;
- m) providing the customer with the opportunity to withhold payment if the product is not acceptable;
- 25 n) providing free or reduced fee escrow and inspection service for the product; and
- o) providing the opportunity to pre-order a product in the retail outlet and have the product set aside and held for later package pickup.

36. A method for target marketing to individuals known in advance to be visiting within a future time period a specific retail outlet, comprising the steps of:

- a) identifying an individual intending to visit the retail outlet to pick up a product;
- b) identifying the future time period during which the individual will visit the specific retail outlet; and
- c) directing target marketing to the individual before, during, or after visiting the retail outlet.

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37. The method according to claim 36 further including compiling individual information to enhance the effectiveness of the target marketing.

38. The method according to claim 37 wherein the step of target marketing is comprised of transmitting a message customized to the individual based upon information known about the individual.

39. The method according to claim 38 wherein the information about the individual is based upon the identification of the individual by at least one from the group of telephone number, internet address, physical address, cable address, and satellite address.

40. The method according to claim 36 wherein the individual may be motivated to provide a) provide information, b) select a particular retail outlet for product pick up or c) accept target marketing and such motivation may be comprised of at least one from the group of:

- a) providing free shipping cost of the product to the retail outlet;
- b) providing reduced cost for shipping the product to the retail outlet;
- c) providing free shipping cost of the product to the retail outlet in exchange for a guaranteed purchase in the retail outlet;

- d) providing the opportunity for the customer to use the retail outlet for product pick up or product delivery to another location;
- e) providing the customer to select the most convenient retail outlet in which to pick up or return a product from among a plurality of outlets;
- 5 f) providing to the customer in-store credits or discounts for merchandise in the retail outlet;
- g) providing a cash award to the customer;
- h) providing a free gift or item or service to the customer;
- i) subsidizing the cost of the product thereby providing to the
- 10 customer a reduced price for the product to be picked up;
- j) providing the customer with product return services;
- k) providing the customer with the opportunity to inspect the product before it is picked up;
- l) providing the customer with the opportunity to delay payment
- 15 until actually receiving the product;
- m) providing the customer with the opportunity to withhold payment if the product is not acceptable;
- n) providing free or reduced fee escrow and inspection service for the product; and
- 20 o) providing the opportunity to pre-order a product in the retail outlet and have the product set aside and held for later package pickup.